## Remarks/Arguments

## 35 U.S.C. §103

Claims 1-21 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Zimmerman et al. (U.S. 2003/0093789 A1), in view of Naidoo et al. (U.S. Patent No. 7,185,282 B1) ("Naidoo").

It is respectfully asserted that none of Zimmerman, or Naidoo, alone or in combination, disclose a television signal receiving apparatus:

"responsive to a first depression of said single user interface button when said television signal receiver is in an "off" state and said emergency alert function is activated, said tuning means tunes said channel frequency that provides information concerning said emergency event and said processing means performs steps comprising turning said television signal receiver to an "on" state and presenting information based on said emergency alert signals"

as described in currently amended claim 1.

Zimmerman teaches a system where, responsive to a special event detecting controller, the appliance is turned on, a specific channel is tuned and the volume or display is adjusted. (para 83) This is all performed automatically in response to the special detecting controller 206 comparing segments of the received broadcast streams to a threshold, and then, once the threshold is exceeded, the above actions take place. (para 61 and 74) Zimmerman does not teach or suggest performing these actions in response to a button push, as it teaches performing these action automatically in response to receiving the emergency alert. Since, Zimmerman does not teach or suggest "responsive to a first depression of said single user interface button when said television signal receiver is in an "off" state and said emergency alert function is activated, said tuning means tunes said channel frequency that provides information concerning said emergency event and said processing means performs steps comprising turning said television signal receiver to an "on" state and presenting information based on said emergency alert signals" as recited by

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the currently amended claim 1, that claim 1 is allowable over Zimmerman. Such action is respectfully requested.

Naidoo teaches a system wherein a button is depressed to activate a videoconference. However, also Naidoo fails to disclose a television signal receiving apparatus "responsive to a first depression of said single user interface button when said television signal receiver is in an "off" state and said emergency alert function is activated, said tuning means tunes said channel frequency that provides information concerning said emergency event and said processing means performs steps comprising turning said television signal receiver to an "on" state and presenting information based on said emergency alert signals" as recited by the currently amended claim 1. It is submitted for that reason that claim 1 is allowable over Naidoo. Such action is respectfully requested.

In view of the above remarks and amendments to the claims, it is respectfully submitted that there is no 35 USC 112 enabling disclosure provided by Zimmerman, or Naidoo, alone or in combination, that makes the present invention as claimed in claim 1 unpatentable. It is further submitted that currently amended independent claims 8 and 15 are allowable for at least the same reasons that claim 1 is allowable. Since dependent claims 2-7, 9-14, and 16-21 are dependent from allowable independent claim 1, it is submitted that they too are allowable for at least the same reasons that their respective independent claims are allowable. Thus, it is further respectfully submitted that this rejection has been satisfied and should be withdrawn.

Having fully addressed the Examiner's rejections it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly then, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the applicant's representative at (609) 734-6804, so that a mutually convenient date and time for a telephonic interview may be scheduled.

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No fee is believed due. However, if a fee is due, please charge the additional fee to Deposit Account 07-0832.

Respectfully submitted,

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